



U.S. Commercial Service
24 Grosvenor Square
London W1A 1AE
United Kingdom
www.usembassy.org.uk/fcs

General Tel: (020) 7408 8019
General Fax: (020) 7408 8020
london.office.box@mail.doc.gov

Events Tel: (020) 7894 0816
Events Fax: (020) 7894 0820
imc.office.box@mail.doc.gov

U.S. Mailing Address:
American Embassy
Commercial Service
PSC 801, Box 33
FPO AE 09498-4033

Dear Business Colleague:

Welcome to the Commercial Service at the U.S. Embassy in London.

The U.S. Embassy offers a unique location for your next exhibition, product launch, conference or reception. U.S. companies, or any company selling U.S. products or services, can use this prestigious venue as a promotional tool.

Facilities at the U.S. Embassy include:

- ◆ A spacious and versatile exhibition hall (3,000 sq. ft.)
- ◆ A 169-seat auditorium with full multi-media capabilities
- ◆ Tastefully decorated executive meeting rooms
- ◆ An elegant main lobby

Our experienced staff at the U.S. International Marketing Center (IMC) can assist you in all aspects of event management, including full event coordination, office support, and invitation/RSVP organization. Your event would be held in a prestigious location, with Embassy officials present to assist with networking.

This packet includes information about:

- ◆ Facility descriptions and event coordination fees
- ◆ Optional services including invitation printing and equipment hire
- ◆ Photos showing how our venue has been used previously
- ◆ Sample invitation and reply card *
- ◆ Brochure outlining our other services *
- ◆ Complimentary copy of *Commercial News USA* * * Mailed pack only

If you would like to view the facilities, ask further questions, or book any of the rooms, please call Angela Evelyn on Tel: (020) 7894 0816, Fax: (020) 7894 0820, or by e-mailing: imc.office.box@mail.doc.gov.

In addition to our location and event coordination, the U.S. Commercial Service offers a variety of other services including targeted market research, partner searches, and personalized commercial counseling. If you have questions about any of our services, or need more information, please contact us or visit our website at www.usembassy.org.uk/fcs.

We look forward to helping you achieve our common goal of developing business relationships between the U.S. and U.K.

Yours sincerely,

David K. Katz
Minister Counselor for Commercial Affairs

U.S. International Marketing Center Venue Information

Daily Rate is from 08:00 - 18:00
Half-day Rate is from 08:00 - 13:00 or 13:00 - 18:00

* A 20% discount is given when booking more than one of the facilities for the same event

Evening events in rooms other than the Main Lobby are charged at the half-day rate

EXHIBITION HALL

The exhibition hall is suitable for all forms of product promotion and hospitality events. This 3,000 sq. ft. hall, which can be divided to suit the individual client's requirements, can accommodate everything from a single company promotion to an exhibition or reception. It can also accommodate a sit-down lunch or dinner for 160 people, or a stand-up buffet for 300. The exhibition hall is equipped with a sound system.

Size: 3,000 sq. ft.	Daily	US\$1,500.00
Capacity: 300 standing, 160 seated	Half Day	US\$1,100.00

AUDITORIUM

The Embassy's Auditorium is perfect for formal presentations. This 169-seat, theater-style room has the latest audio-visual aids necessary to enhance an effective demonstration. The auditorium has an adjacent foyer perfect for displaying promotional material or for serving refreshments prior to a presentation.

Capacity: 169 seated	Daily	US\$1,100.00
	Half-day	US\$ 750.00

MAIN LOBBY

The Embassy's Main Lobby, with its attractive marble floor and collection of Ambassadors' portraits, is an unequalled location for an elegant cocktail reception.

Capacity: 250 standing or 100 seated	Evening event	US\$1,650.00
Available after 18:00, Mon-Fri.		

EXECUTIVE MEETING ROOM – Blue Room

The Blue Room is ideal for intimate meetings. This small boardroom can seat 18 people around its oval executive table or it can be arranged theater style for presentation for up to 30 guests.

Capacity: 30 seated	Daily	US\$700.00
	Half Day	US\$550.00

**An additional fee of \$195.00 per hour is charged if the facilities are used
before 08:00 or after 18:00 (After 21:00 if using the Main Lobby)**

**N.B. All sterling payments are subject to the
Embassy Foreign Exchange rate on the day of the transaction**

Additional Services

Embassy Invitations, Reply Cards & Envelopes

Quantity	Price	Price without Reply Cards
200	US\$550	US\$350
300	US\$650	US\$450
400	US\$750	US\$550
500	US\$850	US\$650
600	US\$950	US\$750
800	US\$1050	US\$850
900	US\$1150	US\$950
1000	US\$1250	US\$1050

Equipment:

LCD Projector US\$350 per day

Telemarketing:

Dedicated telephone staff US\$600 per week (35 hours)

List-building

Price on Application

Event Prices Include:

- ◆ General coordination of events and administrative support.
- ◆ AV Equipment: Overhead projector, 35mm slide projectors, ceiling mounted video projector (auditorium only), VCR with 28" screen, hand held and lapel microphones.
- ◆ Other Equipment: Spotlights, uplighters, chairs and display tables.
- ◆ Security: Additional guards are required during events to comply with Embassy security regulations.

Set Up & Breakdown:

Set up and breakdown days are charged at 50% of daily rates.

Security:

A guest list must be submitted to the Embassy 3 days before the event. Only those on the list will be allowed access to the building.

Method of Payment:

Payment can be made by credit card or check. Checks should be made payable to U.S. Department of Commerce, and drawn against a U.S. or U.K. bank. We accept all major credit cards. **Full Payment confirms the booking and must be received at least 30 days prior to the event.**

Cancellation Fee:

In accordance with U.S. Department of Commerce policy, events that are cancelled within 30 days of event date are subject to a 100% cancellation fee. If written cancellation is received more than 30 days prior to the event, the only charges to the participants will be direct costs already incurred by the Commercial Service on behalf of the client.

IMPORTANT INFORMATION

1. In accordance with U.S. Department of Commerce regulations, no reservation will be considered firm and no support activity involving out of pocket expenses (printing, direct-hire staff, etc.) can begin before receipt of payment and a signed Participation Agreement.
2. The U.S. International Marketing Center is not registered in the U.K. for VAT. Where costs from our suppliers include VAT, these have been absorbed in our pricing to clients.
3. Payment for any of the above additional services requested during your event will be shown on a supplementary Participation Agreement under "miscellaneous charges incurred during event".
4. Invitation cards can be printed with the Embassy seal only after authorization from an Embassy Officer.

